

Message Text

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PAGE 01 GENEVA 02160 221525Z
ACTION EUR-12

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UNCLAS GENEVA 2160

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E.O. 11652: N/A
SUBJECT: FACILITATIVE ASSISTANCE FOR SWISS TV

REF: GENEVA 0722

1. VTR COPY OF TELEVISION SUISSE ROMANDE (TVR) SHOW ON KISSINGER HAS BEEN POUCHED TO IMV, ATTENTION PAT WOODWARD, WITH COMPLIMENTS OF ITS PRODUCER, CLAUDE SMADJA.
2. SMADJA, WITH WHOM USIO HAS HAD A MOST PRODUCTIVE ASSOCIATION OVER THE PAST YEAR (IN ADDITION TO KISSINGER SHOW, WE HAVE WORKED WITH HIM ON ELECTION COVERAGE, QUOTE THE QUIET AMERICA UNQUOTE, AND THE SECURITY SITUATION IN KOREA) HAS NOW MADE THE FOLLOWING REQUEST:
3. FOR TVR'S WEEKLY CURRENT AFFAIRS SHOW, QUOTE TEMPS PRESENTS UNQUOTE, HE WOULD LIKE TO DO A ONE-HOUR PROGRAM ON THE CARTER WHITE HOUSE AS SEEN THROUGH THE OPERATION OF ITS STAFF. THIS WOULD INVOLVE INTERVIEWS WITH AND FOOTAGE

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ON JORDAN, WATSON, POWELL, LIPSCHULZ, KRAFT, SCHNEIDERS AND OTHER APPROPRIATE STAFFERS, INCLUDING HOPEFULLY BRZEZINSKI AND LANCE. SMADJA STRESSES THAT IN THIS INSTANCE HE WOULD AVOID SUBSTANTIVE POLICY, BUT WOULD CONCENTRATE ON THE NEW TEAM'S PERSONALITIES AND STYLE, ON THE MANNER IN WHICH THEY SERVE THE PRESIDENT AND HOW THEY HELP HIM FORMULATE POLICY. HE HOPES IT WOULD BE

POSSIBLE TO SHOOT FOOTAGE OF THE PRESIDENT
ATTENDING A CABINET OR STAFF MEETING, BUT ASSURES US
HE IS NOT ASKING TO INTERVIEW THE PRESIDENT.

4. AS HAS BEEN THE CASE WITH OUR PREVIOUS FACILITATIVE
EFFORTS, ITALIAN-SWISS TV IS COMMITTED TO USE THE
EVENTUAL SMADJA SHOW AND THERE IS REASONABLE EXPECTATION
THAT GERMAN-SWISS TV ALSO WOULD USE IT. IN ADDITION, THERE
IS EVERY LIKELIHOOD THAT OTHER EUROPEAN BROADCASTERS ALSO
WOULD BUY IT, AS HAPPENED IN THE PAST, ESPECIALLY WITH
THE KISSINGER AND KOREA SHOWS.

5. WHILE MONEY IS NO CONSIDERATION -- SINCE THIS WOULD
BE A RELATIVELY INEXPENSIVE PRODUCTION -- SMADJA SAYS HE
WOULD LIKE TO EXPLORE THE POSSIBILITY OF A CO-PRODUCTION
WITH USIA. HE SAYS FRANKLY HE BELIEVES THAT THIS MIGHT
OPEN MORE DOORS TO THE PROJECT. HOWEVER, HE IS QUITE
WILLING TO GO AHEAD ON HIS OWN IF CO-PRODUCTION DOESN'T
FIT INTO THE AGENCY'S PRESENT PROGRAMMING.

6. SMADJA REALIZES THAT THE NEW TEAM IS STILL SETTLING
IN AND THAT IT IS EXCEEDINGLY BUSY. FOR THAT REASON HE
HOPES TO HAVE, IF THE REPLY IS POSITIVE IN PRINCIPLE, A
FIRM COMMITMENT FROM THOSE INVOLVED THAT HE WILL HAVE THE
NECESSARY ACCESS AND THAT THEY WILL MAKE ENOUGH TIME TO
MEET THE REQUIREMENTS OF THE SHOW.

7. IF THE WHITE HOUSE IS WILLING, HE AND HIS EDITOR
WOULD COME TO WASHINGTON AT THE BEGINNING OF JUNE FOR TWO
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WEEKS OF RESEARCH AND CONSULTATION. THE TECHNICAL TEAM
WOULD ARRIVE IN MID-JUNE FOR TWO WEEKS OF SHOOTING.

8. ADVISE. HAFREY

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